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1966

# Meetings and seminars

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### Recommended Citation

Quarterly, Vol. 12, no. 3 (1966, September), p. 34-35

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# *Meetings and Seminars*

*In Kansas City . . .* At a one-day business management seminar, staff members from the Kansas City office presented current management services and tax trends to top management from some of their small and medium-sized clients.



Frank H. Tranzow — "Business Planning — An Ingredient of Success"



C. Russell Watson — "Organization for Growth"  
Loren G. Hoffman (Chairman) — "Tax Planning — Key Element in Protecting the Returns of Success"



Jerry L. Spotts — "Management Information — Historical or Useful"

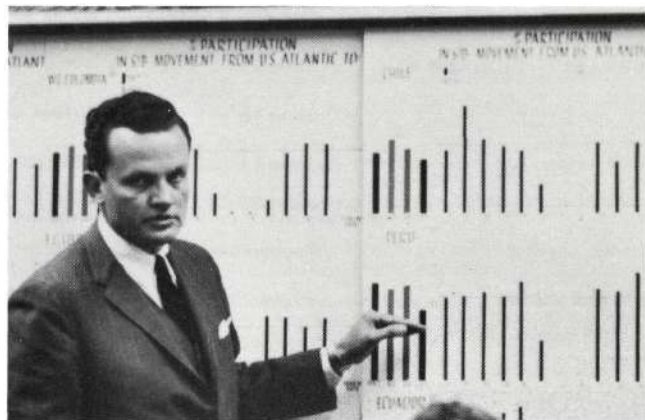
**Advanced Business Systems Office . . .** Italian shipping executives observed American business methods in a number of U.S. companies during a tour conducted for them recently by Touche, Ross, Bailey & Smart. The Italian shipping company, Finmare, and its four operating companies sent twenty of their executives here to study the budgeting, control, and management information systems used in this country. In addition to shipping companies, the Italians visited American Airlines, Litton Industries, Young & Rubicam and IBM.

The American Airlines SABRE System, which is the largest operational reservation system, offered the group an opportunity to discuss the problems of designing and operating such a system. Because Finmare is itself a holding company which is in turn controlled by a larger and widely diversified holding company (Istituto per la Ricostruzione Industriale), the group found a great deal of interest when they spent a day with the controller of Litton Industries. At Young & Rubicam they were introduced to the methods of planning and producing an American style advertising campaign. At the shipping companies, which included Matson Navigation, American President Lines, American Export-Isbrandtsen and Grace Lines, the primary point of interest seemed to be our new cargo techniques.

This was the 5th trip conducted for members of IRI by TRB&S. This tour was organized and conducted by Dennis H. Lytle, senior consultant in our Advanced Business Systems office.



Admiral John M. Will, U.S.N. (Ret.), chairman of the board at American Export-Isbrandtsen Lines, Inc., outlines the general problems of the United States shipping industry for Finmare executives.



Key measures of performance are reviewed monthly at Grace Line, Division of W. R. Grace & Co. Here Arthur C. Novacek, Grace's Vice President of Export Sales, explains how the charts are kept.



At Matson Navigation, the group was able to observe in detail the equipment used in Matson's containerization program. Matson executives spent a full day discussing the managerial aspects of the program before taking their visitors on a tour of the containerization yard.



The tour at IBM included a demonstration of an advanced management system using an on-line video display terminal attached to a computer which produced information on a screen similar to that of a television set. The group was particularly interested in IBM corporate budgeting procedures.